RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #186350
D. Prudence
F & T DISTRIBUTORS

APRIL: DORAL B1G1F / PROMOTION #800219

Dear Diane:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 23 skus of B1G1F Displays (Item #540971) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25184	1
Ult Light 100	12300-25185	1
Lt Box 100	12300-25189	1

DISPLAY DETAIL (#540971)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:	**March 23, 1998**
Ship Date to Retail:	**Week of: April 6, 1998**
SKU CUBE :	**0.4670**
SKU WT (w/o Product):	**1.0600 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$192.54**

PARTNERS 'BONUS' REPORTING DESCRIPTION 'DOR APR B1G1F'

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*4 CARTONS - BRAND MIX:
DORAL MEN LT 100 / ULT LT 100 / LT BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$14.00 (1 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162605
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER PACKING INSTRUCTIONS

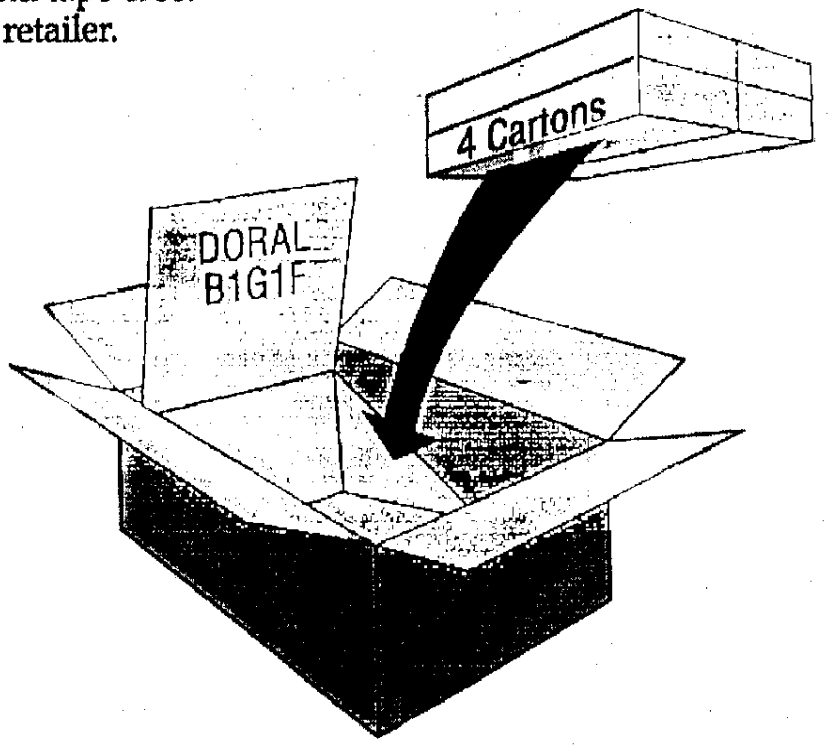
VALUE ADDED PROMOTIONS 2ND QTR. '98

April DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 540971
Promotion Reporting Description: DOR APR B1G1F

Brand Style	MEN LT 100	ULT LT 100	LT BOX 100	FF BOX 100		
Number of Cartons	1	1	1	1		

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DORAL

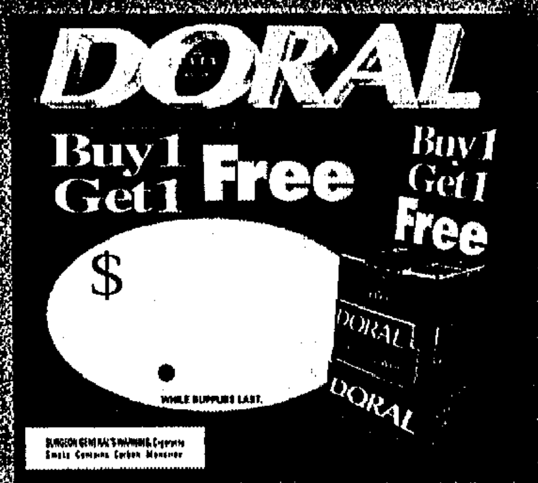
April Brings A Deal With This Buy 1-Get 1 Free Promotion!

Value and quality is what your customers want. What [illegible] way to give them their favorite styles of Doral than a Buy 1-Get 1 Free Promotion.

This promotion comes in 2-pack sleeves that are pre-[illegible] in a 20-unit display. Easily stocked and [illegible]. All you do is sell [illegible].

2-Pack Sleeve

Poster



Counter Display

Along with the 20-unit Display comes a Special Poster. These pieces work together to call attention to your money-saving promotion. [illegible] for easy placement. The display is perfect fit for even the smallest of counter spaces.

Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer -
  Buy 1 pack of Doral, get 1 pack free

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WHOLESALER : 186350 F & T DISTRIBUTING CO., INC. <DIRECT>
TEMPLATE : 800219 80400 DOR APR B1G1F
TEMPLATE SEQ : 0046
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162231	651492	GROTON 5 & 10	160 MAIN ST.	GROTON	NY	13073	2				(607)898-5030
162205	162231	587897	K&H REDEMPTION CTR	62 PENDLETON ST	CORTLAND	NY	13045	2				(607)756-5552
162205	162230	442838	RICH'S DELI & BEV	413 MILTON AVE	SYRACUSE	NY	13204	2	NYS		921320	(315)487-1100
162205	162230	059836	R. J. MOBIL #2/F	152 CLINTON ST	CORTLAND	NY	13045	2	NYS			(607)753-1724
162605	162231	715529	NINETY SIX CONNECTI	RT 96 & MILL STRE	CANDOR	NY	13743	4				(607)659-4066
162605	162231	763732	EAST HILL CITGO	1000 JUDD FALLS R	ITHACA	NY	14850	1				(607)272-2250
162605	162231	511556	JASON'S GROCERY/DEL	301 COLLEGE AVE	ITHACA	NY	14850	1				(607)273-0807
162605	162231	338469	BIG AL'S HILLTOP	1103 DANBY RD	ITHACA	NY	14850	1				(607)272-3448
162605		269572	COVERD BRIDGE GROC	MAIN ST	NEWFIELD	NY	14867	1	NYS			(607)564-9901
162605	162231	525346	VALLEY KORNER	2102 MECKLENBURG	ITHACA	NY	14850	1	NYS			(607)273-6015
162605	162231	031651	PAYLO QUICK STOP	208 E MAIN ST	TRUMANSBURG	NY	14886	2	NYS			(607)387-9875
162605		269497	REYNOLDS VARIETY	222 ELMIRA RD	ITHACA	NY	14850	1	NYS			(607)272-9470

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 20

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 20

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